

AMENDMENT TO THE CLAIMS

Claims 1-11 (cancelled)

5 12. (Currently Amended) A method of producing a label comprising the steps:
 selecting media from a set of media of varying size, said media having a first side
 and a second side;
 feeding said media into a printing device;
 applying print imaging to a selected one of said first side and said second side;
10 and
 applying an adhesive to a selected one of said first side and said second side wherein said
 adhesive is applied as taken from a reel-form stock, said reel-form stock comprising a first
 adhesive, a backing sheet, a second adhesive, and a carrier, A method of producing a label
 according to claim 11 wherein said applying step further including includes applying said
15 first adhesive and said first backing sheet to said media and collecting said second adhesive and
 said carrier on a take-up reel of said printing device.

Claim 13 (Cancelled)

20 14. (Currently Amended) A method of producing a label comprising the steps:
 selecting media from a set of media of varying size, said media having a first side
 and a second side;
 feeding said media into a printing device;
 applying print imaging to a selected one of said first side and said second side;
25 and
 applying an adhesive to a selected one of said first side and said second side
 wherein said adhesive is applied as taken from a reel-form stock, A method of producing a label
 according to claim 9 wherein said reel-form stock comprises comprising a segmented double-
 sided adhesive film.

15. (original) A method of producing a label according to claim 14 wherein said segmented adhesive film is perforated to define said segments.

16. (original) A method of producing a label according to claim 14 wherein said adhesive includes completes cuts through said adhesive to define said segments, said segments being carried on a carrier sheet.

Claims 17-25 (Cancelled)

10 26. (Previously Presented) A label-making printer comprising:
 a media feed path and transport mechanism propelling selected media through
said printer;
 a printing device adjacent said feed path and applying print imaging to said
media; and
15 an adhesive station applying adhesive to said media, said adhesive station
including a reel-form adhesive stock, said adhesive station applying said reel-form stock to said
media, said reel-form stock including a first adhesive, a first backing sheet, a second adhesive,
and a carrier wherein said adhesive station applies said first adhesive and said first backing sheet
to media passing thereby, said second adhesive and said carrier being collected on a take-up reel
20 of said adhesive station.

Claims 27-30 (Cancelled)